

[Submitting Counsel on Signature Page]

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

IN RE JUUL LABS, INC.,
MARKETING, SALES PRACTICES,
AND PRODUCTS LIABILITY
LITIGATION

Case No. 19-md-02913-WHO

TRIAL TESTIMONY AND EXHIBITS
FROM THE VIDEOTAPED TESTIMONY
OF CHRISOPHTER OLIN PLAYED AT
TRIAL

This Document Relates to:

*San Francisco Unified School District v.
Juul Labs, Inc. et al.*, Case No. 3:19-cv-
08177

Plaintiff, by and through its undersigned attorneys, hereby docket the following:

1. **Exhibit 1** is a report of the videotaped testimony of Christopher Olin that was played to the jury on May 1, 2023. The testimony in blue 00:23:01 and light blue 00:00:00 is Plaintiff's affirmative and counter-counter designations.
2. **Exhibit 2**: is a *Joint Stipulation Identifying Trial Exhibits Used In Videotaped Depositions of Christopher Olin Played at Trial* that sets forth all of the Trial Exhibits from the videotaped testimony of Christopher Olin admitted into evidence by the Court.

Respectfully submitted,

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EXHIBIT 1

Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

Designation List Report



Olin, Christopher

2021-07-29

PLF AFFIRMATIVE

00:23:01

TOTAL RUN TIME

00:23:01



Documents linked to video:

OLIN18502

OLIN18503

OLIN18506

OLIN18509

OLIN18512

OLIN18519

OLIN18522

OLINPM14030

OLINPM14042

OLINPM14203



OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
14:02 - 14:04	Olin, Christopher 2021-07-29_WIT 14:02 BY MR. WATTS: 14:03 Q. What is your name? 14:04 A. Christopher Olin.	00:00:04	OCv12.1
14:05 - 14:07	Olin, Christopher 2021-07-29_WIT 14:05 Q. Mr. Olin, my name is Mikal Watts. I'm 14:06 the lawyer for the plaintiffs who will be taking 14:07 your deposition here today.	00:00:05	OCv12.2
16:10 - 16:15	Olin, Christopher 2021-07-29_WIT 16:10 Q. And if you could, tell the ladies and 16:11 gentlemen of the jury where you went to school and 16:12 what your professional background is. 16:13 A. I went to Stanford University, and 16:14 worked in software for the main part of my career, 16:15 and then finance after that.	00:00:17	OCv12.3
16:19 - 17:04	Olin, Christopher 2021-07-29_WIT 16:19 What investment management office have 16:20 you been a principal in? 16:21 A. That's Tao Capital Partners. 16:22 Q. Okay. And if you could, describe what 16:23 Tao Capital Partners is. 16:24 A. It's a family business office for a 16:25 number of family members. 17:01 Q. Okay. And when you say "for a number of 17:02 family members," that would be members of the 17:03 Nicholas Pritzker family; is that right? 17:04 A. Yes.	00:00:30	OCv12.4
17:15 - 17:24	Olin, Christopher 2021-07-29_WIT 17:15 And do you work full time or did you 17:16 work full time at the Tao Capital Partners? 17:17 A. I worked full time there from -- yes, 17:18 for a period of time. I'm not full time there 17:19 now. 17:20 Q. Yeah. What was the time frame where 17:21 you were working full time at Tao Capital 17:22 Partners? 17:23 A. Sometime in 2013 when the office was 17:24 opened until the end of 2017.	00:00:28	OCv12.5
19:07 - 19:16	Olin, Christopher 2021-07-29_WIT	00:00:24	OCv12.6

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	19:07 Q. And as to whether or not the		OCv12.6
	19:08 Pritzker, you know, family or any member of the		
	19:09 family had already made investments in Ploom, you		
	19:10 just don't recall.		
	19:11 Is that fair?		
	19:12 A. Yeah -- well, the investments just		
	19:13 structurally are made through family entities		
	19:14 and -- and family trusts. Yes, I think there was		
	19:15 an investment before the creation of the office in		
	19:16 San Francisco, Tao.		
20:18 - 20:22	Olin, Christopher 2021-07-29_WIT	00:00:12	OCv12.7
	20:18 Q. I'll just represent to you,		
	20:19 Mr. Nicholas Pritzker told me that he made his		
	20:20 first investment in 2011, and that would comport		
	20:21 with your recollection; is that right?		
	20:22 A. Yeah, that sounds about right.		
21:10 - 21:15	Olin, Christopher 2021-07-29_WIT	00:00:09	OCv12.8
	21:10 I'm going to ask you about a		
	21:11 series of documents that you either wrote or		
	21:12 received, and -- and I'll just take it		
	21:13 chronologically and see if you can -- you and I		
	21:14 can go through this.		
	21:15 Exhibit 8 -- I mean 18502.		
21:16 - 21:18	Olin, Christopher 2021-07-29_WIT	00:00:02	OCv12.9
 OLIN18502.1.	21:16 18502. There we go.		
1			
	21:17 (Olin Exhibit No. 18502 was marked		
	21:18 for identification.)		
21:19 - 22:11	Olin, Christopher 2021-07-29_WIT	00:00:38	OCv12.10
	21:19 BY MR. WATTS:		
	21:20 Q. You are married to Regan Pritzker; is		
	21:21 that right?		
	21:22 A. Yes.		
 OLIN18502.1.	21:23 Q. And she writes you an e-mail on January		
2			
	21:24 the 11th saying: "Maybe you saw this already,"		
	21:25 and it's a Science News article about health risks		
	22:01 of e-cigarettes emerging.		
	22:02 Do you see that?		

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
 OLIN18502.1. 3	22:03 A. Yes.		
	22:04 Q. And you respond: "Scary." And then		
	22:05 you forward it to Nicholas Pritzker; is that 22:06 right?		
 OLIN18502.1. 4	22:07 A. I don't recall this exchange, but I -- I 22:08 see the e-mail here.		
	22:09 Q. And then Nicholas Pritzker -- that's		
	22:10 your father-in-law, right? 22:11 A. Yes.		
24:02 - 24:09	Olin, Christopher 2021-07-29_WIT	00:00:20	OCv12.11
 OLIN18502.1. 5	24:02 Q. Mr. Olin, at the time that you		
	24:03 received this e-mail from Nicholas Pritzker saying		
	24:04 that there's no doubt in his mind that there would		
	24:05 be valid health concerns around the product and		
	24:06 potentially strict liability, you were at Tao		
	24:07 Capital Partners as a principal in the family		
	24:08 office that had an investment in the company that 24:09 made JUUL, right?		
24:11 - 24:22	Olin, Christopher 2021-07-29_WIT	00:00:32	OCv12.12
 Clear	24:11 THE WITNESS: Yes.		
	24:12 BY MR. WATTS:		
	24:13 Q. Now, at the same time, were you serving		
	24:14 as the chairman of the Center for Environmental		
	24:15 Health?		
	24:16 A. Yes, I believe so, in 2015.		
	24:17 Q. Yes, sir. Now, Mr. Olin, if you could		
	24:18 in your own words, tell the jury what the Center		
	24:19 for Environmental Health does.		
	24:20 A. It's a nonprofit organization in Oakland 24:21 that focuses on keeping the environment and 24:22 consumer products healthy.		
24:23 - 24:25	Olin, Christopher 2021-07-29_WIT	00:00:07	OCv12.13
 OLIN18503.1. 1	24:23 Q. Okay. And I want to take you to an		
	24:24 e-mail that you wrote in May of 2015,		
 OLIN18503.1. 2			

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	24:25 Exhibit 18503.		
26:02 - 26:08	Olin, Christopher 2021-07-29_WIT	00:00:13	OCv12.14
 OLIN18503.1. 3	26:02 Q. And part of what you told		
	26:03 Mr. Nicholas Pritzker is: "Last night I attended		
	26:04 the annual gala for the Center for Environmental		
	26:05 Health, the nonprofit of which I am the board		
	26:06 chair."		
	26:07 Do you see that?		
	26:08 A. Yes.		
28:22 - 28:25	Olin, Christopher 2021-07-29_WIT	00:00:07	OCv12.15
 OLIN18503.1. 4	28:22 Q. Okay. And you were communicating that		
	28:23 to your father-in-law who sat on the board of		
	28:24 directors of the company that made the JUUL		
	28:25 product, right?		
29:02 - 29:07	Olin, Christopher 2021-07-29_WIT	00:00:15	OCv12.16
	29:02 THE WITNESS: I -- I actually don't know		
	29:03 whether he was on the board at that time. This		
	29:04 was kind of a heads-up to him and other folks on		
	29:05 the investment committee that this whole sector		
	29:06 was going to be -- going to be getting some		
	29:07 attention.		
30:07 - 30:10	Olin, Christopher 2021-07-29_WIT	00:00:17	OCv12.17
	30:07 At the time that you wrote this, you		
	30:08 were aware that Pax, the company in which the		
	30:09 Pritzker family entities held shares, was		
	30:10 manufacturing a nicotine delivery product. Right?		
30:13 - 30:25	Olin, Christopher 2021-07-29_WIT	00:00:29	OCv12.18
	30:13 THE WITNESS: I don't know that at this		
	30:14 time when I sent this e-mail they were already		
	30:15 manufacturing something. This e-mail was a		
	30:16 heads-up about the sector more generally. At some		
	30:17 point I did learn that the company in which the		
	30:18 original investment had been made had developed a		
	30:19 second product, which was not the original focus		
	30:20 of the investment, that contained nicotine.		
	30:21 BY MR. WATTS:		
	30:22 Q. Okay. And that second product was the		

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	30:23 JUUL; is that right?		
	30:24 A. That's ultimately what, yes, became		
	30:25 JUUL.		
31:07 - 31:12	Olin, Christopher 2021-07-29_WIT	00:00:16	OCv12.19
 OLIN18503.1. 5	31:07 Why did you have a discomfort with		
	31:08 respect to the Pritzker family being involved in a		
	31:09 nicotine delivery product?		
	31:10 A. I wasn't interested in -- in any company		
	31:11 that was a consumer company selling a product that		
	31:12 contained chemicals that people would ingest.		
31:13 - 31:17	Olin, Christopher 2021-07-29_WIT	00:00:13	OCv12.20
	31:13 Q. Okay. And -- and why is that?		
	31:14 A. Based on my focus, my work at CEH, I		
	31:15 just -- I think that chemicals are -- are		
	31:16 generally harmful to human health. We should		
	31:17 avoid them at -- at all costs as much as possible.		
31:18 - 31:21	Olin, Christopher 2021-07-29_WIT	00:00:14	OCv12.21
	31:18 Q. And nicotine being one of those, right?		
	31:19 A. Nicotine; the other fluids in the -- in		
	31:20 all of the vaping devices. Any -- any --		
	31:21 certainly anything on the Prop 65 list.		
31:22 - 32:03	Olin, Christopher 2021-07-29_WIT	00:00:24	OCv12.22
 OLIN18503.1. 6	31:22 Q. Okay. Now, you say: "I encourage you		
	31:23 to raise these issues with the management of Pax		
	31:24 so the consumers of the product have full		
	31:25 visibility into the risks of using it."		
	32:01 When you said that, are you referring to		
	32:02 the Prop 65 warning label issue?		
	32:03 A. Let me take a look. (Peruses document.)		
32:04 - 32:06	Olin, Christopher 2021-07-29_WIT	00:00:07	OCv12.23
	32:04 I can't -- I'm not sure exactly what I		
	32:05 was referring to, but I know that I -- I was a big		
	32:06 advocate for labeling.		
32:07 - 32:12	Olin, Christopher 2021-07-29_WIT	00:00:14	OCv12.24
 OLIN18503.1. 7	32:07 Q. And you write: "It would also be		
	32:08 prudent for the company to have a plan for or		





OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	32:09 ideally support proactive labeling or regulations		
	32:10 that minimize the public health risks from the use		
	32:11 of the nicotine products." Is that right?		
	32:12 A. Yes.		
39:19 - 39:23	Olin, Christopher 2021-07-29_WIT	00:00:24	OCv12.25
 OLINPM14030	39:19 Now, the next part of this string is		
.1.1			
 OLINPM14030	39:20 14030. If we could go to page 2, I'll show you		
.2.1			
	39:21 the -- down at the bottom, that's your attended		
	39:22 the board gala e-mail, right?		
	39:23 A. Yes.		
41:09 - 41:24	Olin, Christopher 2021-07-29_WIT	00:00:41	OCv12.26
 OLINPM14030	41:09 Q. Okay. You wrote the e-mail on May 29th		
.2.2			
	41:10 to your father-in-law, to your two brothers-in-		
	41:11 law, your wife, the president of Tao Capital		
	41:12 Partners, and a member of the investment team,		
	41:13 Matt Bigliardi, right?		
	41:14 A. Yeah, that was -- at that time that was		
	41:15 the -- I believe that was the investment committee		
	41:16 for the private investments.		
	41:17 Q. Great.		
	41:18 And then in this particular exhibit,		
 OLINPM14030	41:19 Mr. Nicholas Pritzker responds just above this,		
.2.3			
	41:20 and he's forwarding it to an Alexander Asseily:		
 OLINPM14030	41:21 "The attached e-mail is from my son-in-law Chris		
.2.4			
	41:22 Olin. It's ironic that he is the chairman of		
	41:23 CEH."		
	41:24 Do you see that?		
42:01 - 42:01	Olin, Christopher 2021-07-29_WIT	00:00:00	OCv12.27
	42:01 THE WITNESS: Yes.		
42:17 - 42:20	Olin, Christopher 2021-07-29_WIT	00:00:09	OCv12.28
	42:17 Q. So he says it's ironic that you're the		
	42:18 chairman of CEH. The irony was that CEH was		
	42:19 taking action at the same time against the vaping		
	42:20 industry; is that right?		

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
42:23 - 42:24	Olin, Christopher 2021-07-29_WIT	00:00:03	OCv12.29
	42:23 THE WITNESS: I don't know why he wrote		
	42:24 that.		
43:18 - 44:01	Olin, Christopher 2021-07-29_WIT	00:00:27	OCv12.30
 OLINPM14030 .1.2	43:18 Q. Let's go to the first page		
	43:19 further up the e-mail string. You write an e-mail		
 OLINPM14030 .1.4	43:20 in the middle, and it says, on June the 1st:		
	43:21 "What age -- what age do think this marketing		
	43:22 targets?"		
	43:23 And you attach a JUUL vapor Instagram		
	43:24 link; is that right?		
	43:25 A. Yeah, I don't remember this exchange,		
	44:01 but I see it here now.		
46:14 - 46:19	Olin, Christopher 2021-07-29_WIT	00:00:17	OCv12.31
 OLINPM14030 .1.5	46:14 Q. Let's go up the page. Nicholas		
 OLINPM14030 .1.6	46:15 Pritzker responds at the top: "I agree with you.		
	46:16 I have already objected to the marketing imagery		
	46:17 and will follow up on that too."		
	46:18 Do you see that, sir?		
	46:19 A. Yes.		
47:01 - 47:08	Olin, Christopher 2021-07-29_WIT	00:00:20	OCv12.32
	47:01 Q. You were aware that Nicholas		
	47:02 Pritzker was on the board of directors of the		
	47:03 company that was launching JUUL on June the 1st of		
	47:04 2015, right?		
	47:05 A. I became aware at some point that Nick		
	47:06 was on the board. I'm not sure -- I knew he was		
	47:07 involved with the company somehow, but I'm not		
	47:08 sure I knew he was on the board then.		
48:04 - 48:06	Olin, Christopher 2021-07-29_WIT	00:00:07	OCv12.33
	48:04 BY MR. WATTS:		
 Clear	48:05 Q. Now, I want to take you to about eight		
 OLIN18506.1. 1	48:06 days later on June the 9th, Exhibit 18506.		
49:02 - 49:14	Olin, Christopher 2021-07-29_WIT	00:00:35	OCv12.34

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
 OLIN18506.1. 2	49:02 Q. It says: "Debates like these," and 49:03 he's referencing a BBC link, "which are heating up 49:04 globally illustrate the uneasiness of the case for 49:05 e-cigarettes and make the Juul image marketing 49:06 program especially objectionable." 49:07 Do you see that, sir? 49:08 A. Yes.		OCv12.34
 OLIN18506.1. 3	49:09 Q. He says: "I want you to know that I 49:10 share yours and Maya's concerns." 49:11 Did you all have a conversation between 49:12 June the 1st and June the 9th about your concerns 49:13 about what you had seen with respect to Juul's 49:14 marketing imagery on Instagram?		
49:17 - 50:10	Olin, Christopher 2021-07-29_WIT 49:17 THE WITNESS: I don't recall any 49:18 conversation about the marketing. My primary 49:19 focus was on the chemicals in the products and 49:20 the -- and the industry as a whole. 49:21 BY MR. WATTS:	00:00:53	OCv12.35
 OLIN18506.1. 4	49:22 Q. Now, above this you respond back on June 49:23 the 10th, and you tell Mr. Pritzker, Nicholas		
 OLIN18506.1. 5	49:24 Pritzker, that you had a young man over for lunch, 49:25 and talking about the deals you've done, and he 50:01 says: "'But what's up with that e-cigarette 50:02 company?' For many I predict Pax is a stark 50:03 contrast to the solutions-focused businesses in 50:04 which we've invested. I didn't have any 50:05 explanation to offer him. It was another red flag 50:06 like this UK regulation that, until proven 50:07 otherwise, e-cigs are likely to be placed in the 50:08 same category as cigarettes, which in basic SRI 50:09 terms, is a sin business." 50:10 Is that what you wrote?		
50:12 - 50:18	Olin, Christopher 2021-07-29_WIT 50:12 THE WITNESS: I -- I don't remember the 50:13 exchange, but I see the e-mail now.	00:00:15	OCv12.36


OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
 OLIN18506.1. 6	50:14 BY MR. WATTS: 50:15 Q. And when you wrote that, what did you 50:16 mean by "SRI terms"? 50:17 A. SRI is an abbreviation for socially 50:18 responsible investing.		
52:10 - 52:12  Clear	Olin, Christopher 2021-07-29_WIT 52:10 BY MR. WATTS: 52:11 Q. Now I want to take you to July of 52:12 2015 with Exhibit 14042.	00:00:05	OCv12.37
 OLINPM14042 .1.1	54:13 - 54:17 Olin, Christopher 2021-07-29_WIT  OLINPM14042 .1.2 54:13 Q. It says: "Given our relationships in 54:14 Pax, it isn't practicable to exit at this time." 54:15 Did you ask that Tao Capital Partners 54:16 exit its investment in Pax? 54:17 A. Not that I recall.	00:00:12	OCv12.38
54:18 - 55:03  OLINPM14042 .1.3	Olin, Christopher 2021-07-29_WIT 54:18 Q. Now, above that, he says: "I share your 54:19 deep concerns about whether it's wrong to have a 54:20 financial interest in the company and about how we 54:21 can use our position to promote best practices and 54:22 mitigate harm." 54:23 And when he said that, your wife 54:24 responded above at 4:30 -- 5:34 in the morning,	00:00:37	OCv12.39
 OLINPM14042 .1.4  OLINPM14042 .1.5	54:25 and part of what she says is: "Personally I think 55:01 banning the fruity flavors would be a good place 55:02 to start from a regulation standpoint. Clearly 55:03 teen-oriented, no," with a question mark. Right?		
55:05 - 55:10	Olin, Christopher 2021-07-29_WIT 55:05 THE WITNESS: I -- I don't remember this 55:06 exchange. I see what she wrote now. 55:07 BY MR. WATTS: 55:08 Q. Do you recall having discussions with 55:09 your wife where she stated her view that fruity	00:00:12	OCv12.40

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	55:10 flavors were teen-oriented?		
55:12 - 55:21	Olin, Christopher 2021-07-29_WIT	00:00:24	OCv12.41
	55:12 THE WITNESS: I don't.		
	55:13 BY MR. WATTS:		
	55:14 Q. Now, after your wife suggests banning		
 OLINPM14042	55:15 the fruity flavors, Nicholas Pritzker responds at		
.1.6			
 OLINPM14042	55:16 the top of the page on July the 6th of 2015: "One		
.1.7			
	55:17 of the JUUL flavors is," quote, "'Fruut.' They		
	55:18 tell me it's like mint. Not sure where we draw		
	55:19 the line but probably right there," exclamation		
	55:20 point.		
	55:21 Do you see that, sir?		
55:23 - 56:03	Olin, Christopher 2021-07-29_WIT	00:00:07	OCv12.42
	55:23 THE WITNESS: Yeah, yeah, I haven't seen		
	55:24 this -- well, I haven't seen this in six years, so		
	55:25 can I take a minute to -- to look through this,		
	56:01 please?		
	56:02 BY MR. WATTS:		
	56:03 Q. Of course.		
56:05 - 56:09	Olin, Christopher 2021-07-29_WIT	00:00:15	OCv12.43
	56:05 Okay. I'm sorry. Was there a question?		
	56:06 Q. My question is this: When he says "not		
	56:07 sure where to draw the line but probably right		
	56:08 there," he's referencing the fruit flavor that		
	56:09 your wife had proposed banning, right?		
56:12 - 56:14	Olin, Christopher 2021-07-29_WIT	00:00:05	OCv12.44
	56:12 THE WITNESS: I -- I don't really		
	56:13 want -- want to draw any conclusions about what		
	56:14 he's talking about.		
62:03 - 62:03	Olin, Christopher 2021-07-29_WIT	00:00:02	OCv12.45
 Clear	62:03 Let's go to Exhibit 18509.		
62:06 - 62:12	Olin, Christopher 2021-07-29_WIT	00:00:15	OCv12.46
	62:06 BY MR. WATTS:		
 OLIN18509.1.	62:07 Q. On December the 9th, you write another		
1			
	62:08 e-mail, and in this e-mail you say: "I find the		
	62:09 explosion in vaping among teens to be deeply		

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	62:10 disturbing as it is creating another generation of 62:11 nicotine addicts." 62:12 Do you see that, sir?		
62:14 - 62:20	Olin, Christopher 2021-07-29_WIT	00:00:11	OCv12.47
	62:14 THE WITNESS: Yeah, I don't recall 62:15 sending this, but I see it now. 62:16 BY MR. WATTS:		
 OLIN18509.1. 2	62:17 Q. And you say: "I'm glad to see the 62:18 Surgeon General woke up," and then you put a CNN 62:19 link to the Surgeon General Report on 62:20 e-cigarettes, right?		
62:21 - 62:25	Olin, Christopher 2021-07-29_WIT	00:00:12	OCv12.48
	62:21 A. Yes.		
 OLIN18509.1. 3	62:22 Q. And the subject of your e-mail is 62:23 "Surgeon General sounds the alarm on teens and 62:24 e-cigarettes." Right? 62:25 A. Yes.		
72:17 - 72:21	Olin, Christopher 2021-07-29_WIT	00:00:13	OCv12.49
 Clear	72:17 Q. Now, I want to take you to 72:18 Exhibit 18512, which will take us into 2017. And  OLIN18512.1. 2		
	72:19 it's a two-page document, so we can put them up 72:20 left and right, and we'll start on the second 72:21 page.		
73:04 - 74:01	Olin, Christopher 2021-07-29_WIT	00:00:56	OCv12.50
	73:04 BY MR. WATTS:		
 OLIN18512.2. 3	73:05 Q. On July 28, 2017, Nicholas Pritzker 73:06 writes you an e-mail, the subject is "The New York 73:07 Times: FDA to target addictive levels of nicotine  OLIN18512.2. 4		
	73:08 in cigarettes." And he writes to you and says: 73:09 "I know this isn't your favorite topic, but this 73:10 was a bombshell today," and then he attaches a 73:11 link to The New York Times article about the FDA 73:12 action, right? 73:13 A. I don't recall the exchange, but I see		

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DESIGNATION	SOURCE	DURATION	ID
	73:14 it here now.		
 OLIN18512.2. 5	73:15 Q. It says: "For the first time the		
	73:16 federal government is proposing cutting the		
	73:17 nicotine level in cigarettes so they aren't so		
	73:18 addictive."		
	73:19 And after he sends that to you at 1:26,		
 OLIN18512.1. 4	73:20 you respond a few hours later -- and let's go to		
 OLIN18512.1. 5	73:21 the first page -- and you say: "Tighter		
	73:22 regulation is great. Smoke is clearly a problem		
	73:23 but so is any nicotine at all."		
 OLIN18512.1. 6	73:24 And then you attach a California		
	73:25 Proposition 65 warning with respect to nicotine;		
	74:01 is that right?		
74:03 - 74:18	Olin, Christopher 2021-07-29_WIT	00:00:39	OCv12.51
	74:03 THE WITNESS: Yeah, I see that I		
	74:04 continue to be a devout CEH acolyte here.		
	74:05 BY MR. WATTS:		
	74:06 Q. And the warning says: "This product		
	74:07 contains nicotine, a chemical known to the State		
	74:08 of California to cause birth defects and other		
	74:09 reproductive harm."		
 OLIN18512.1. 7	74:10 And after you attach that, you say:		
	74:11 "And vaping just replaces the dangers of smoke		
	74:12 with the dangers of vapor ingredients, but with		
	74:13 the nasty perception that it's harmless, which is		
	74:14 why I believe use among teens is so rampant. A		
	74:15 real tragedy after decades of progress reducing		
	74:16 smoking among youth."		
	74:17 That's what you told Nicholas Pritzker		
	74:18 on July 28th of 2017, right?		
74:20 - 74:25	Olin, Christopher 2021-07-29_WIT	00:00:20	OCv12.52
	74:20 THE WITNESS: I see that here.		
	74:21 BY MR. WATTS:		
	74:22 Q. Now, Mr. Olin, in your capacity as a CEH		
	74:23 acolyte, to use your term, you were receiving data		

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	74:24 with respect to the youth vaping epidemic that was		
	74:25 occurring in this country, right?		
75:03 - 75:11	Olin, Christopher 2021-07-29_WIT	00:00:19	OCv12.53
	75:03 THE WITNESS: I'm not sure how to answer		
	75:04 that. I remember that it was in the mainstream		
	75:05 media, so I didn't have any information source. I		
	75:06 wasn't actively seeking it, but I think I was		
	75:07 absorbing it.		
	75:08 BY MR. WATTS:		
	75:09 Q. You were absorbing information from the		
	75:10 mainstream media that reported on the rampant use		
	75:11 among teens of vaping products, right?		
75:13 - 75:18	Olin, Christopher 2021-07-29_WIT	00:00:19	OCv12.54
	75:13 THE WITNESS: I don't remember when that		
	75:14 got into the media. My recollection is it was a		
	75:15 year later.		
	75:16 BY MR. WATTS:		
	75:17 Q. So you had some other source of knowing		
	75:18 that vaping use among teens is so rampant, right?		
75:20 - 76:01	Olin, Christopher 2021-07-29_WIT	00:00:12	OCv12.55
	75:20 THE WITNESS: Yeah, I'm not sure what --		
	75:21 what the source would have been, but it was my		
	75:22 perception, I guess.		
	75:23 BY MR. WATTS:		
	75:24 Q. And you communicated that perception to		
	75:25 Nicholas Pritzker, who was on the board of		
	76:01 directors of Juul Labs, right?		
76:02 - 76:02	Olin, Christopher 2021-07-29_WIT	00:00:02	OCv12.56
	76:02 A. This is the e-mail that I sent him.		
88:15 - 88:18	Olin, Christopher 2021-07-29_WIT	00:00:13	OCv12.57
 Clear	88:15 Q. Let's talk about 14203, which is		
	88:16 the e-mail we just read from.		
 OLINPM14203	88:17 MR. WATTS: Now, put up 034 on the left		
.2.1	88:18 and 035 on the right.		
88:19 - 89:03	Olin, Christopher 2021-07-29_WIT	00:00:28	OCv12.58
	88:19 BY MR. WATTS:		
 OLINPM14203	88:20 Q. Now, this is the e-mail that you wrote		
.2.2			


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DESIGNATION	SOURCE	DURATION	ID
	88:21 on April the 21st of 2018, and you wrote it to		
	88:22 Nick Pritzker, Isaac Pritzker, and Joby Pritzker,		
	88:23 right?		
	88:24 A. There's no e-mail header here, but I see		
	88:25 that that's what the first paragraph is -- is		
	89:01 addressed to.		
 OLINPM14203 .2.3	89:02 Q. You say: "Recently our investment in		
	89:03 Juul has become increasingly challenging for me."		
89:04 - 89:15	Olin, Christopher 2021-07-29_WIT	00:00:38	OCv12.59
	89:04 Why was it challenging for you?		
	89:05 A. I -- I think that's listed out in the		
	89:06 e-mail.		
 OLINPM14203 .2.4	89:07 Q. Now, you said that: "While I appreciate		
	89:08 that the initial promise of the product was to		
	89:09 provide an alternative to cigarette smokers, what		
	89:10 has transpired in the market has surpassed my		
	89:11 greatest fears. I always believed that the		
	89:12 addictive effects of nicotine coupled with the		
	89:13 perception that vaping is harmless and the		
	89:14 product's iPhone-like design would lead to market		
	89:15 adoption in non-smokers. I also feared that this		
89:16 - 89:23	Olin, Christopher 2021-07-29_WIT	00:00:29	OCv12.60
	89:16 product would appeal to millennials, and after		
	89:17 years of declining cigarette use among youth, lead		
	89:18 to a new generation of nicotine addicts. What I		
	89:19 did not anticipate was the extent to which vaping,		
	89:20 and JUUL in particular, would explode in colleges,		
	89:21 high schools and even middle schools."		
	89:22 Is that what you wrote on that day?		
	89:23 A. That is what I wrote.		
91:03 - 91:15	Olin, Christopher 2021-07-29_WIT	00:00:29	OCv12.61
	91:03 BY MR. WATTS:		
 OLINPM14203 .2.6	91:04 Q. Then you did a Google search		
 OLINPM14203 .2.7	91:05 of JUUL and saw articles about Dick Durbin and		
	91:06 other senators urging the FDA to take action on		
 OLINPM14203	91:07 JUUL e-cigarettes, "JUUL e-cigarettes gain		

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
.2.8	91:07 JUUL e-cigarettes, "JUUL e-cigarettes gain		
 OLINPM14203	91:08 popularity among youth, but awareness of nicotine		
.2.9	91:09 presence remains low," "E-cigs like JUUL are		
 OLINPM14203	91:10 undermining efforts to keep kids away from		
.2.10	91:11 tobacco," senators say"; and the last one is,		
	91:12 "Young people apparently don't realize these		
	91:13 popular crhme brulee e-cigarettes contain		
	91:14 nicotine."		
	91:15 Is that right?		
91:17 - 91:17	Olin, Christopher 2021-07-29_WIT	00:00:02	OCv12.62
	91:17 THE WITNESS: Yes, I see that.		
96:13 - 96:21	Olin, Christopher 2021-07-29_WIT	00:00:20	OCv12.63
 OLINPM14203	96:13 BY MR. WATTS:		
.2.1	96:14 Q. Now, let's keep going on this		
 OLINPM14203	96:15 document. After your anecdotes, you continue. In		
.3.12	96:16 the bottom half of the page, you say: "If we're		
	96:17 going to continue to -- if we're going to continue		
	96:18 to own stock in this company and be able to stand		
	96:19 by the premise that their goal is purely harm		
	96:20 reduction, I believe the company should take		
	96:21 aggressive action.		
97:06 - 97:09	Olin, Christopher 2021-07-29_WIT	00:00:13	OCv12.64
 OLINPM14203	97:06 A. Yeah. Okay.		
.3.13	97:07 Q. Now, the first thing that you said the		
	97:08 company should do is to eliminate flavored		
	97:09 versions, right?		
97:11 - 97:11	Olin, Christopher 2021-07-29_WIT	00:00:01	OCv12.65
	97:11 THE WITNESS: Yes.		
108:01 - 108:04	Olin, Christopher 2021-07-29_WIT	00:00:05	OCv12.66
 Clear	108:01 BY MR. WATTS:		
	108:02 Q. we've already gone through		
	108:03 the e-mails that you wrote to Nicholas Pritzker		
	108:04 back in 2015, right?		
108:06 - 108:06	Olin, Christopher 2021-07-29_WIT	00:00:01	OCv12.67

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	108:06 THE WITNESS: We did.		OCv12.67
109:02 - 109:10	Olin, Christopher 2021-07-29_WIT	00:00:23	OCv12.68
 OLINPM14203 .1.2	109:02 Q. he says, four lines down:		
 OLINPM14203 .1.3			
	109:03 "We are all amazed by the phenomenon. Juul is now		
	109:04 cutting measurably into the smoking market, but		
	109:05 it's also turning out to be far more attractive		
	109:06 and apparently available to underage people than		
	109:07 we ever expected. It is a terrible unintended		
	109:08 consequence that you and Regan were right in		
	109:09 seeing."		
	109:10 Did I read that correctly?		
109:12 - 109:15	Olin, Christopher 2021-07-29_WIT	00:00:06	OCv12.69
	109:12 THE WITNESS: You did. I'm not sure why		
	109:13 he's making that specific statement, but I see it		
	109:14 there.		
	109:15 BY MR. WATTS:		
110:10 - 110:13	Olin, Christopher 2021-07-29_WIT	00:00:11	OCv12.70
 OLIN18519.1. 1	110:10 MR. WATTS: Let's put this on this left,		
	110:11 and let's put up Exhibit 18519 on the right. And		
	110:12 let's see if it helps us refer to what he's		
	110:13 referring to.		
112:06 - 112:16	Olin, Christopher 2021-07-29_WIT	00:00:33	OCv12.71
	112:06 And put Exhibit 14203, Bates page 033, on the		
	112:07 left. There we go.		
	112:08 BY MR. WATTS:		
 OLIN18519.1. 2	112:09 Q. Now, on the left, on April 22nd, he		
	112:10 says, "We are all amazed by the phenomenon." And		
	112:11 he talks about, "It's far more attractive and		
	112:12 apparently available to underage people than we		
	112:13 expected. It is a terrible unintended consequence		
	112:14 that you and Regan were right in seeing."		
	112:15 That's what he said on April 22nd,		
	112:16 right?		
112:18 - 113:02	Olin, Christopher 2021-07-29_WIT	00:00:27	OCv12.72

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
 OLIN18519.1. 3	112:18 THE WITNESS: Yeah, thank you for		OCv12.72
	112:19 highlighting. Okay, I see that.		
	112:20 BY MR. WATTS:		
	112:21 Q. And then on May the 5th, he says:		
	112:22 "You're right." About five lines down, highlight		
	112:23 that, "You're right. I never anticipated the		
	112:24 scale of the adoption of the device or its		
	112:25 popularity with kids. You and Regan saw the		
	113:01 threat long before I appreciated it."		
	113:02 Do you see that?		
113:05 - 113:05	Olin, Christopher 2021-07-29_WIT	00:00:02	OCv12.73
	113:05 THE WITNESS: Yeah, I do.		
115:22 - 116:06	Olin, Christopher 2021-07-29_WIT	00:00:30	OCv12.74
 OLIN18519.1. 4	115:22 BY MR. WATTS:		
	115:23 Q. He asks: "Whether the positive" -- he		
	115:24 says: "Whether the positive outweighs the		
	115:25 negative depends on a number of factors, including		
	116:01 one's own point of view and experience, the		
	116:02 long-term damage caused by using JUUL which is		
	116:03 obviously not yet known, and how effective efforts		
	116:04 are to educate people about the dangers and to		
	116:05 prevent access to underage users."		
	116:06 Do you see that, sir?		
116:09 - 116:09	Olin, Christopher 2021-07-29_WIT	00:00:01	OCv12.75
	116:09 THE WITNESS: I do.		
119:08 - 119:12	Olin, Christopher 2021-07-29_WIT	00:00:07	OCv12.76
 Clear	119:08 Q. And, Mr. Olin, I want to ask you about		
	119:09 something that happened in December of 2018,		
	119:10 Exhibit 18522.		
	119:11 (Olin Exhibit No. 18522 was marked		
	119:12 for identification.)		
119:13 - 119:15	Olin, Christopher 2021-07-29_WIT	00:00:05	OCv12.77
 OLIN18522.1. 1	119:13 MR. WATTS: And this is a two-page		
	119:14 document. Go ahead and put them both up so he can		
	119:15 take a look at it real quick.		
120:02 - 120:02	Olin, Christopher 2021-07-29_WIT	00:00:02	OCv12.78

OCv12 - Olin, Christopher SFUSD FINAL_PLAYED 05-01-23

DESIGNATION	SOURCE	DURATION	ID
	120:02 Q. And as we look at the first		OCv12.78
120:03 - 120:21	Olin, Christopher 2021-07-29_WIT	00:01:06	OCv12.79
 OLIN18522.1. 2	120:03 page, Nick Pritzker forwards to you a clip with		
	120:04 respect to the Wall Street Journal article,		
	120:05 "Altria is nearing a deal to take a 35 percent		
	120:06 stake in Juul." They value Juul at \$38 billion,		
	120:07 right?		
	120:08 A. Yes, I see that. I -- I don't recall		
	120:09 this exchange, but I see it now.		
	120:10 Q. Okay. And here's my question: When --		
	120:11 when Altria paid \$12.8 billion in cash to acquire		
	120:12 35 percent of Juul, did the shareholders of Juul		
	120:13 receive a dividend?		
	120:14 A. My understanding is that the		
	120:15 shareholders were diluted by a third or so, and		
	120:16 then received a payout.		
	120:17 Q. Okay.		
	120:18 A. I -- I don't know -- I'm not clear on		
	120:19 the technical terms of how that's characterized,		
	120:20 like from -- if you're coming from a tax		
	120:21 perspective or -- or whatnot.		
123:18 - 123:20	Olin, Christopher 2021-07-29_WIT	00:00:04	OCv12.80
 Clear	123:18 Q. Those are all my		
	123:19 questions, sir. It was very nice to meet you.		
	123:20 A. Thank you.		

PLF AFFIRMATIVE

00:23:01

TOTAL RUN TIME**00:23:01**

Documents linked to video:

OLIN18502

OLIN18503

OLIN18506

OLIN18509

OLIN18512

OLIN18519



OLIN18522

OLINPM14030

OLINPM14042

OLINPM14203

EXHIBIT 2

[Submitting Counsel on Signature Page]

**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION**

**IN RE JUUL LABS, INC.,
MARKETING, SALES PRACTICES,
AND PRODUCTS LIABILITY
LITIGATION**

Case No. 19-md-02913-WHO

**JOINT STIPULATION IDENTIFYING
TRIAL EXHIBITS USED IN THE
VIDEOTAPED DEPOSITION OF -
CHRISTOPHER OLIN PLAYED AT TRIAL**

This Document Relates to:

***San Francisco Unified School District v.
Juul Labs, Inc. et al., Case No. 3:19-cv-
08177***

WHEREAS, Plaintiff called Christopher Olin, whose videotaped deposition was played to the jury.

WHEREAS, the exhibit numbers in the videotaped deposition are different from the Trial Exhibit numbers.

WHEREAS, to most efficiently clarify the record, the parties, by and through their undersigned counsel, hereby stipulate and agree that the chart below accurately reflects the deposition exhibits introduced during the videotaped testimony of Christopher Olin and the corresponding Trial Exhibit Numbers¹:

¹ The parties reserve all objections regarding these exhibits.

**JOINT STIPULATION IDENTIFYING TRIAL
EXHIBITS USED IN VIDEOTAPED
DEPOSITION**

Respectfully submitted,

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